

Figure 1.

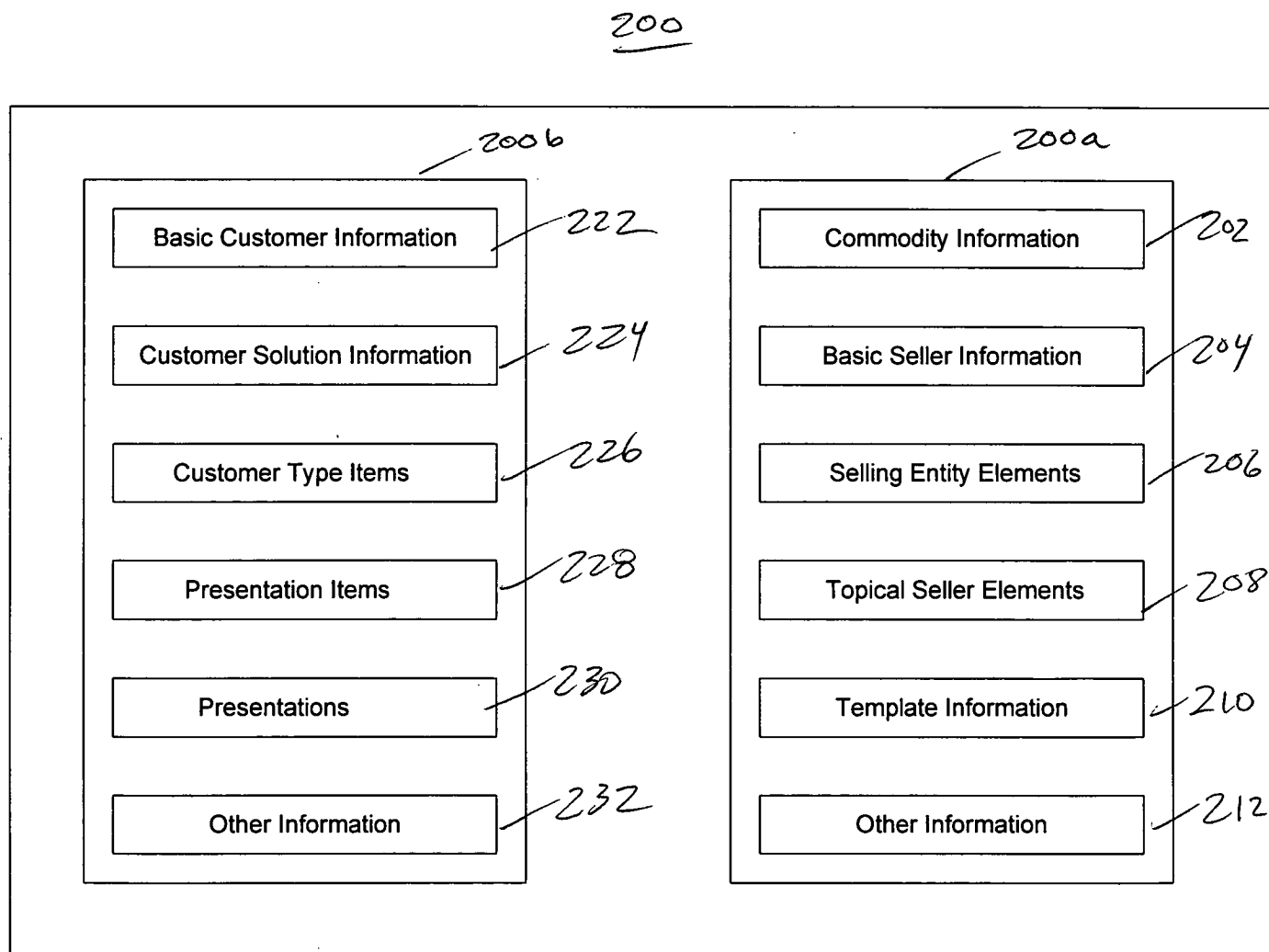


Figure 2.

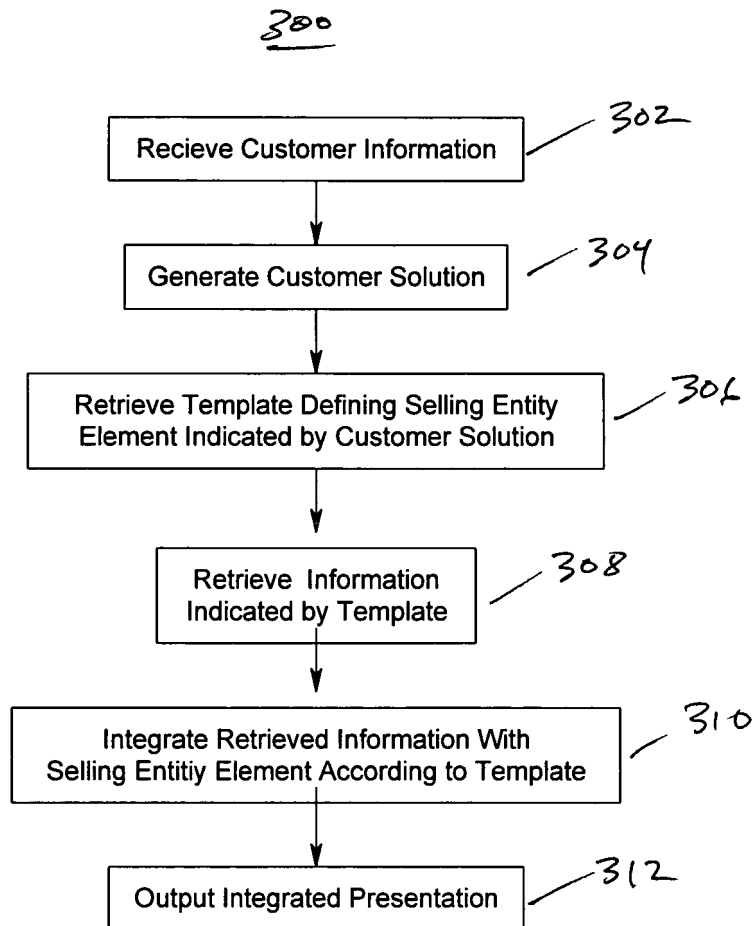


Figure 3.

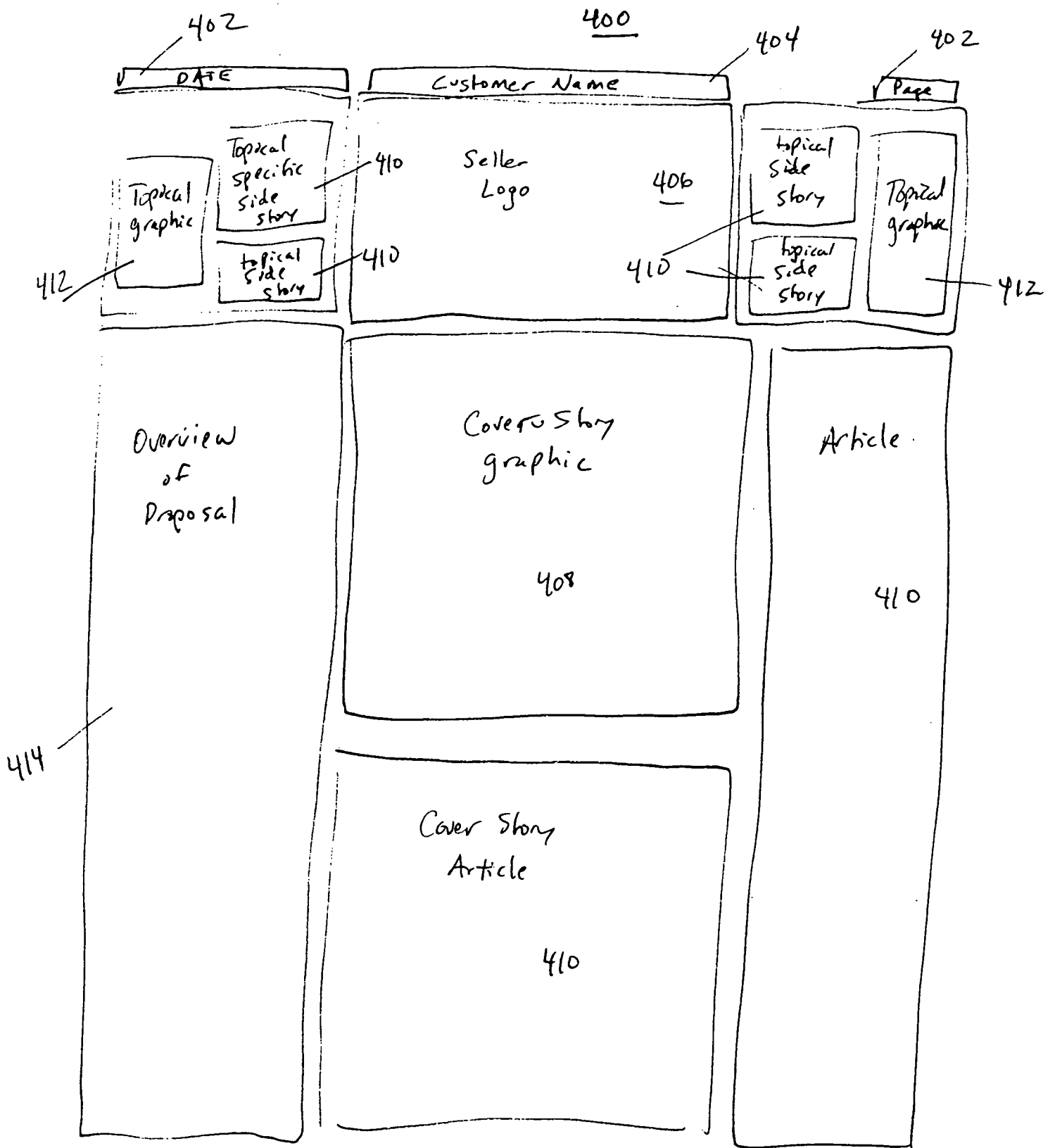


Fig. 4

DECEMBER 1, 1995

A PROPOSAL TO UNIGLOBE TRAVEL

PAGE

## TRAVEL SPENDING EXPECTED TO INCREASE IN '96.

► COSTLY HOLDINGS: EXPERTS SAY CONSUMERS WILL OPEN POCKETBOOKS FOR '96 TRIP

AGENCIES COMPETE BY PROMOTING THE "LITTLE THINGS" TO TRAVELERS.

# USA TODAY

NO. 1 IN THE USA... FIRST IN DAILY READERS

## WHAT TRAVELERS ARE LOOKING FOR IN HOT DESTINATIONS.

► LAS VEGAS, PHOENIX AND FLORIDA ISLAND TOP USA TRAVEL AGENTS' CHOICES

TRAVEL AGENTS SEE "GOOD THINGS AHEAD" FOR INDUSTRY.

FRI/SAT/SUN., DECEMBER 1, 1995

## OVERVIEW

A QUICK READ ON OBJECTIVES, STRATEGY AND TACTICS

**INCREASE BOOKINGS:** Increase consumer bookings/reservations for UNIGLOBE Travel and its "Blue Lagoon Cruise" promotion.

**TARGET SPENDERS:** Highlight visibility for UNIGLOBE Travel with those leisure travelers across the USA most likely to spend.

**AWARENESS:** Create broad awareness of the advantages of cruising as the preeminent vacation category.

**EXCITEMENT:** Create excitement among travel agents for "Blue Lagoon Cruise" promotion.

**ADVERTISING CAMPAIGN:** Conduct a continuous advertising campaign for UNIGLOBE Travel's "Blue Lagoon Cruise" promotion in a national publication that reaches responsive readers within a complementary editorial environment.

**INCREASE TRAFFIC:** Implement a consumer promotion that increases travel agency traffic during "Blue Lagoon Cruise" promotion.

**MULTIMEDIA:** Develop multimedia advertising to inform travelers about the advantages of a cruise vacation.

**ENTHUSIASM:** Create travel agent enthusiasm for "Blue Lagoon Cruise" promotion.

**USA TODAY EVERYDAY:** Take advantage of USA TODAY's daily presence to build excitement, interest and awareness of "Blue Lagoon Cruise" promotion.

**AD BLITZ:** Advertise continually to target UNIGLOBE Travel's key prospects—leisure travelers—in USA TODAY's Life section (16 full-page ads for 4 weeks, Monday-Thursday; below Today's TV Grid, Friday).

**VISIBILITY:** Employ an advertising program in USA TODAY to highlight advantages of a cruise vacation and UNIGLOBE Travel services to the USA's most frequent travelers.

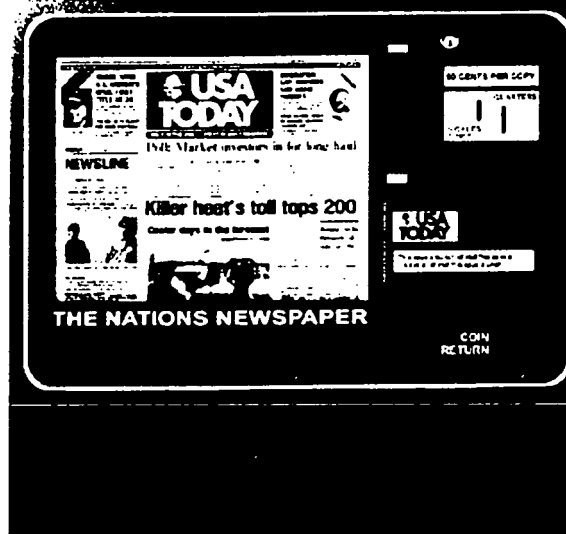
**BREADTH:** Implement travel trade advertising that broadens awareness of "Blue Lagoon Cruise" promotion among UNIGLOBE agents.

## Inside USA TODAY



Destination Travel	4
Circulation	5
Key Audience Info	7
Programs	12
Rates	14

CHS-RT SORT = UNIGLOBE  
Prepared for: Kathy Peterson  
UNIGLOBE Travel  
Prepared by: Leslie Osborn  
USA TODAY



## COVER STORY

# USA TODAY provides best travel demographics, top coverage for UNIGLOBE ads

By John Williams  
USA TODAY

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## AGENTS: Ad placement in USA TODAY boosts traffic

By Laurie Benndahl  
USA TODAY

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CWC CONFIDENTIAL AND PROPRIETARY

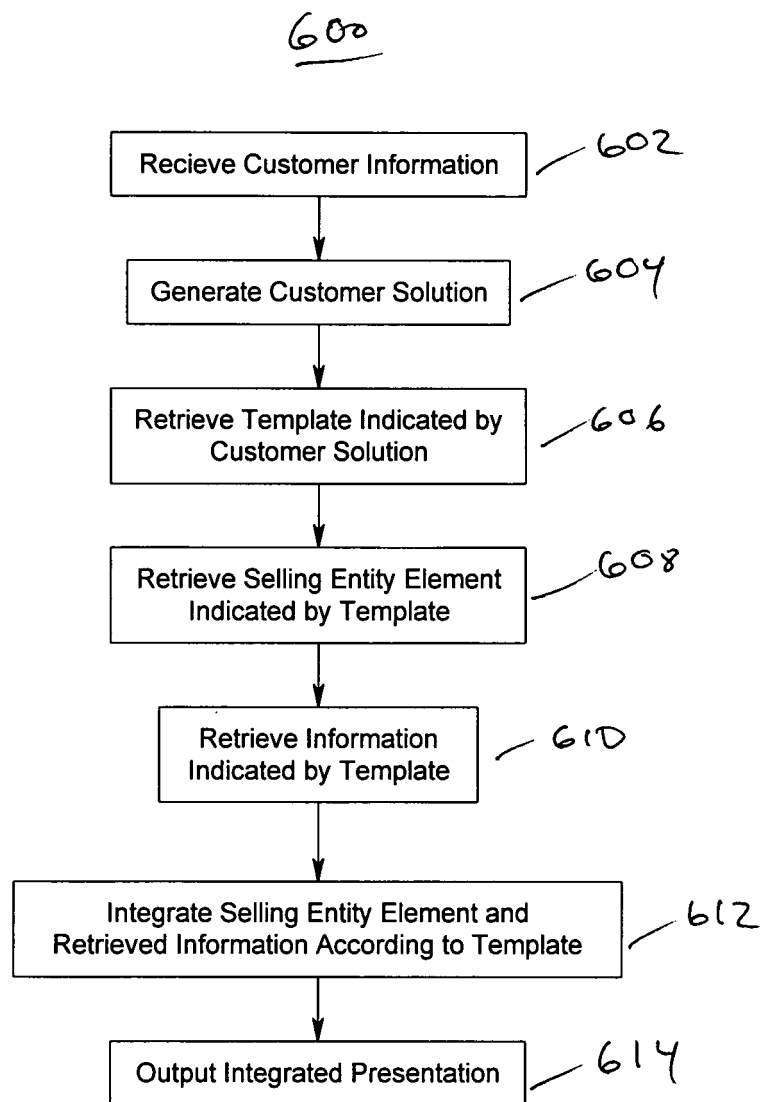


Figure 6.

700

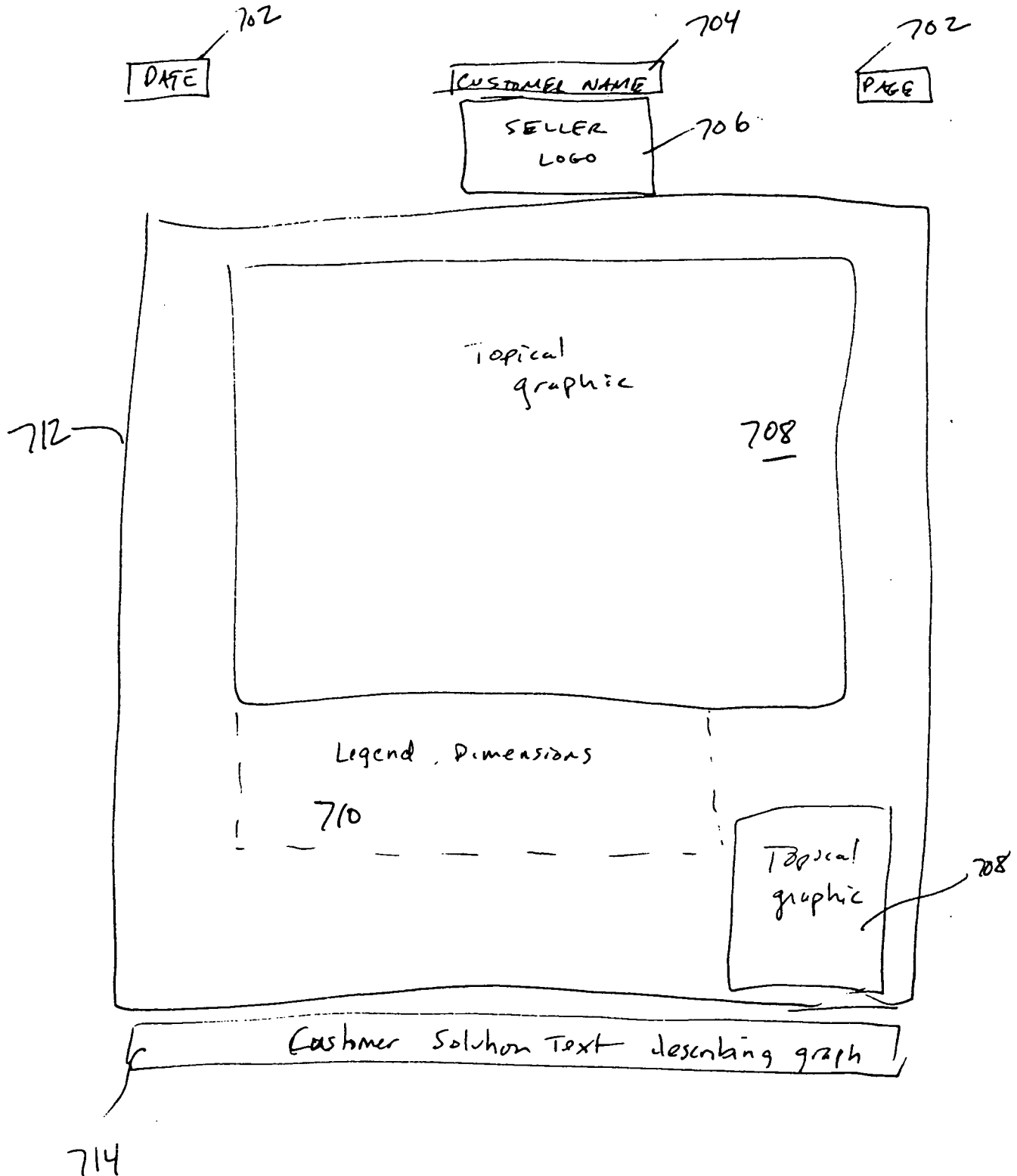
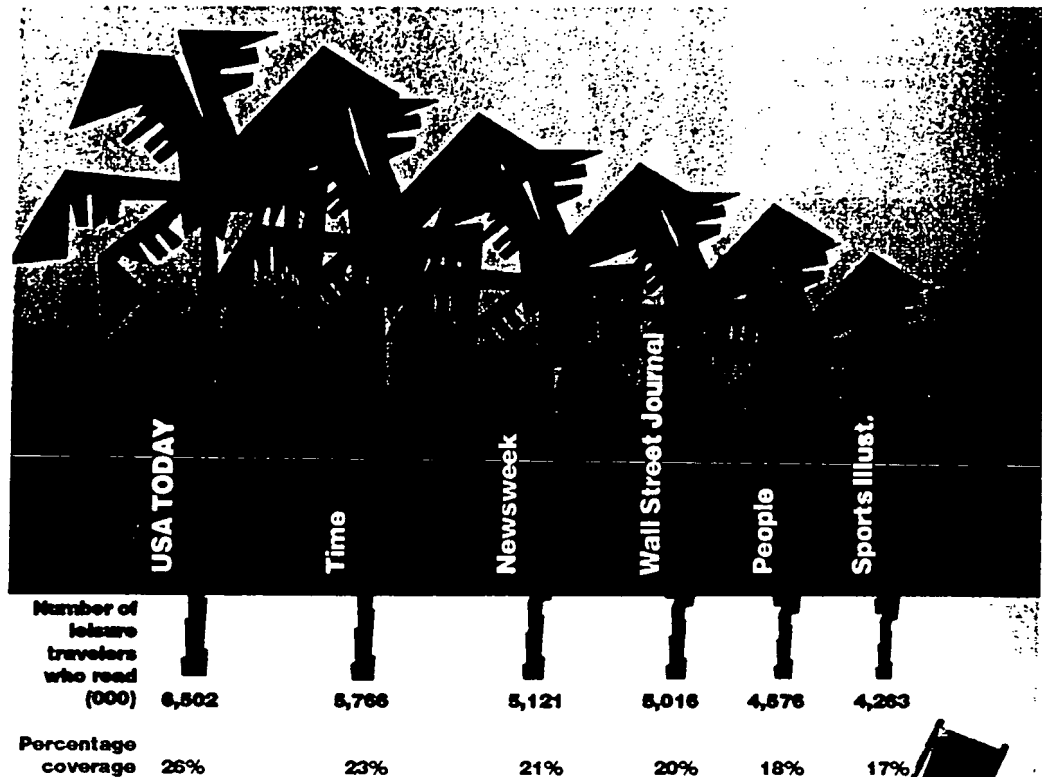


Fig. 7

802  
DECEMBER 1, 1995800  
A PROPOSAL TO UNIGLOBE TRAVEL804  
PAGE 8

## Key Audience Information--Targeted Readership



### USA TODAY Reaches Frequent Leisure Travelers

810

USA TODAY is among the leading publications in leisure travel readership. Covering 26% (over 6 million readers) of the frequent leisure travel market, USA TODAY ensures your message reaches its target audience.

808



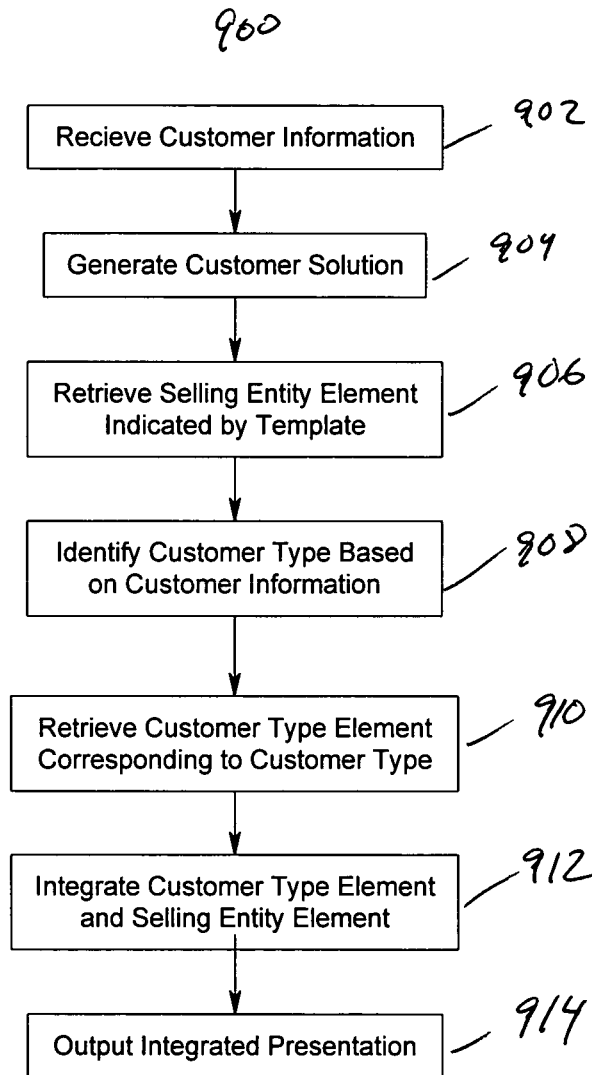


Figure 9.

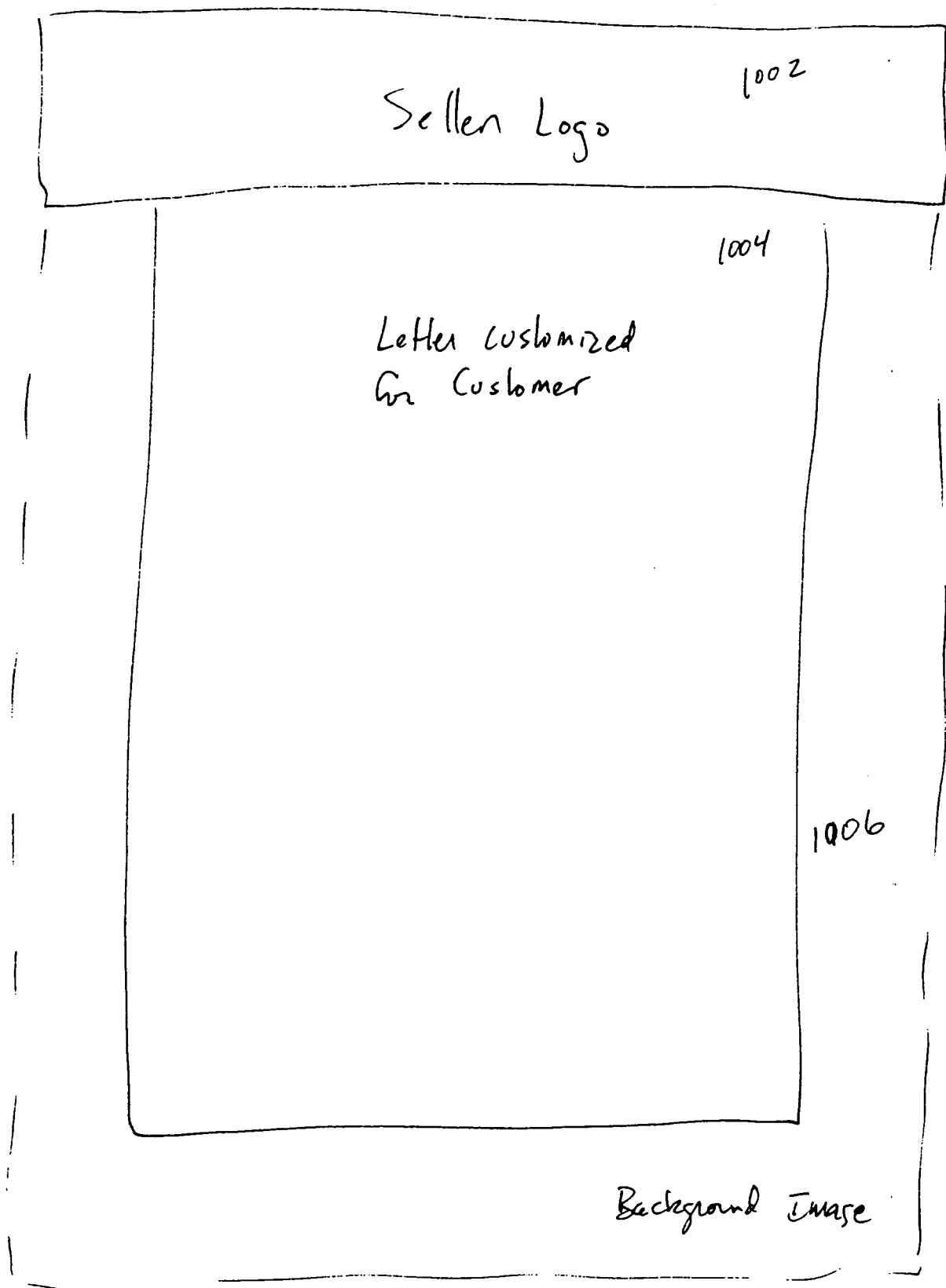


Fig. 10

1104 2

CLEAR WITH COMPUTERS, INC. VISITS THE OFFICES OF

**MERCHANT & GOULD**

3100 NORWEST CENTER, 30 SOUTH SEVENTH STREET MINNEAPOLIS, MINNESOTA 55402-4131 U.S.A.

PHONE 612/332-5300 FAX 612/332-9081

JOHN P. SUMNER DIRECT DIAL 412/336-4624

September 10, 1996

Jerry Johnson  
 Clear With Computers, Inc.  
 1983 Premier Drive  
 Mankato, MN 56002-1459

Dear Jerry:

Thank you for your interest in Merchant & Gould. Enclosed is the Request for Proposal package. This proposal contains information about our firm and the intellectual property services we provide. On page 15 you will find a quotation for the patent we discussed for the SIGNATURE PLUS 5.0 system.

In addition, I have set forth a proposed client service team including specific personnel within our firm available to serve CWC in a variety of intellectual property areas. These areas include acquiring patents, providing patent clearance, infringement and validity opinions, acquiring trademark rights, and serving CWC in contested intellectual property matters and litigation. Please note that these and other people are available for service but will not be active except as authorized by CWC. You will find team profiles and an organizational chart beginning on page six.

As indicated during the visit, Merchant & Gould is a firm practicing exclusively in the area of intellectual property law. Approximately half of its 80 or so lawyers practice in the firm's General Practice Group, obtaining rights and counseling clients in the various types of intellectual property protection, including related licensing. The other half of the firm's lawyers work in our Litigation Practice Group.

We look forward to CWC personnel visiting our firm in order to meet team members and other firm personnel, to see our firm, and to further discuss how Merchant & Gould might best serve your needs.

Sincerely,

John P. Sumner

Minneapolis Saint Paul Los Angeles

CONFIDENTIAL AND PROPRIETARY

Mark A. Krall  
 Jerome E. Smith  
 Katherine M.  
 Kowalsky  
 Dennis E. Daley  
 David W. Lynch  
 Alan G. Gorman  
 Joseph M. Kaschke  
 Theodore E. Plankett  
 John C. Kitch  
 Thomas E. Babin  
 Mark A. Hollingsworth  
 Dennis M. Katzberg  
 William D. Miller  
 Scott J. Schneider  
 David J. Smith  
 Robert J. Smith  
 Robert J. Smith

1106

Fig. 11

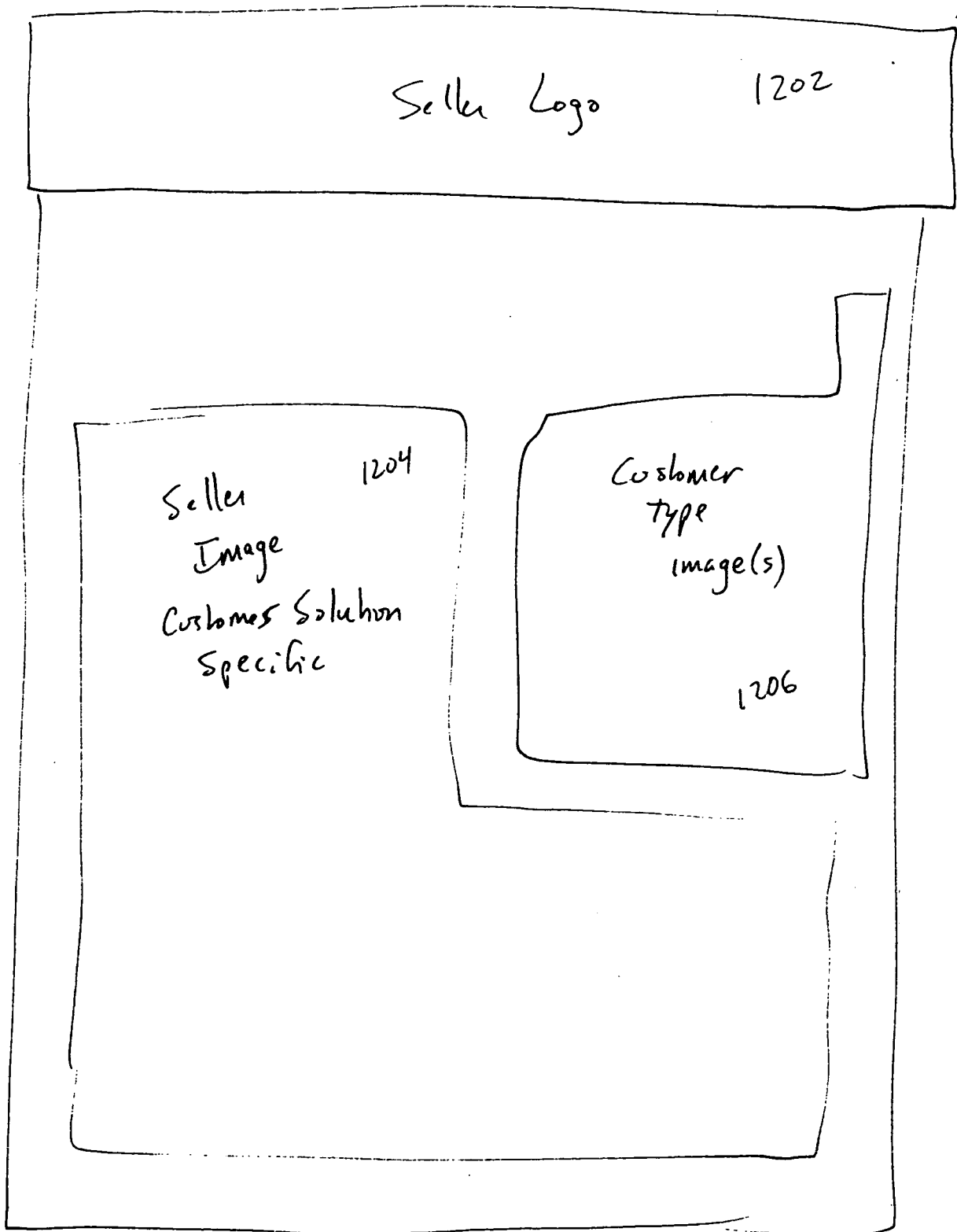


Fig. 12

1302 7

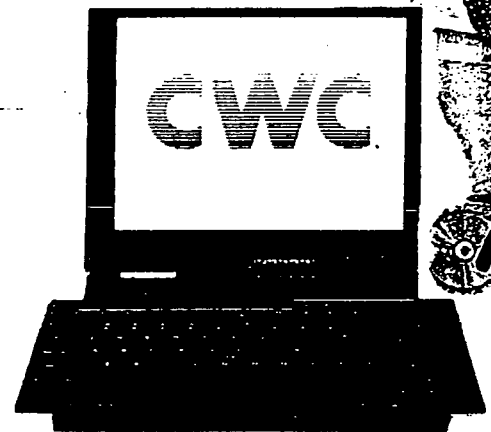
CLEAR WITH COMPUTERS, INC. VISITS THE OFFICES OF

**MERCHANT & GOULD****Proposed Intellectual Property Team**

PREPARED FOR: JERRY JOHNSON, CLEAR WITH COMPUTERS, INC. (CWC)

PREPARED BY: JOHN P. SUMNER, MERCHANT &amp; GOULD

SEPTEMBER 10, 1996

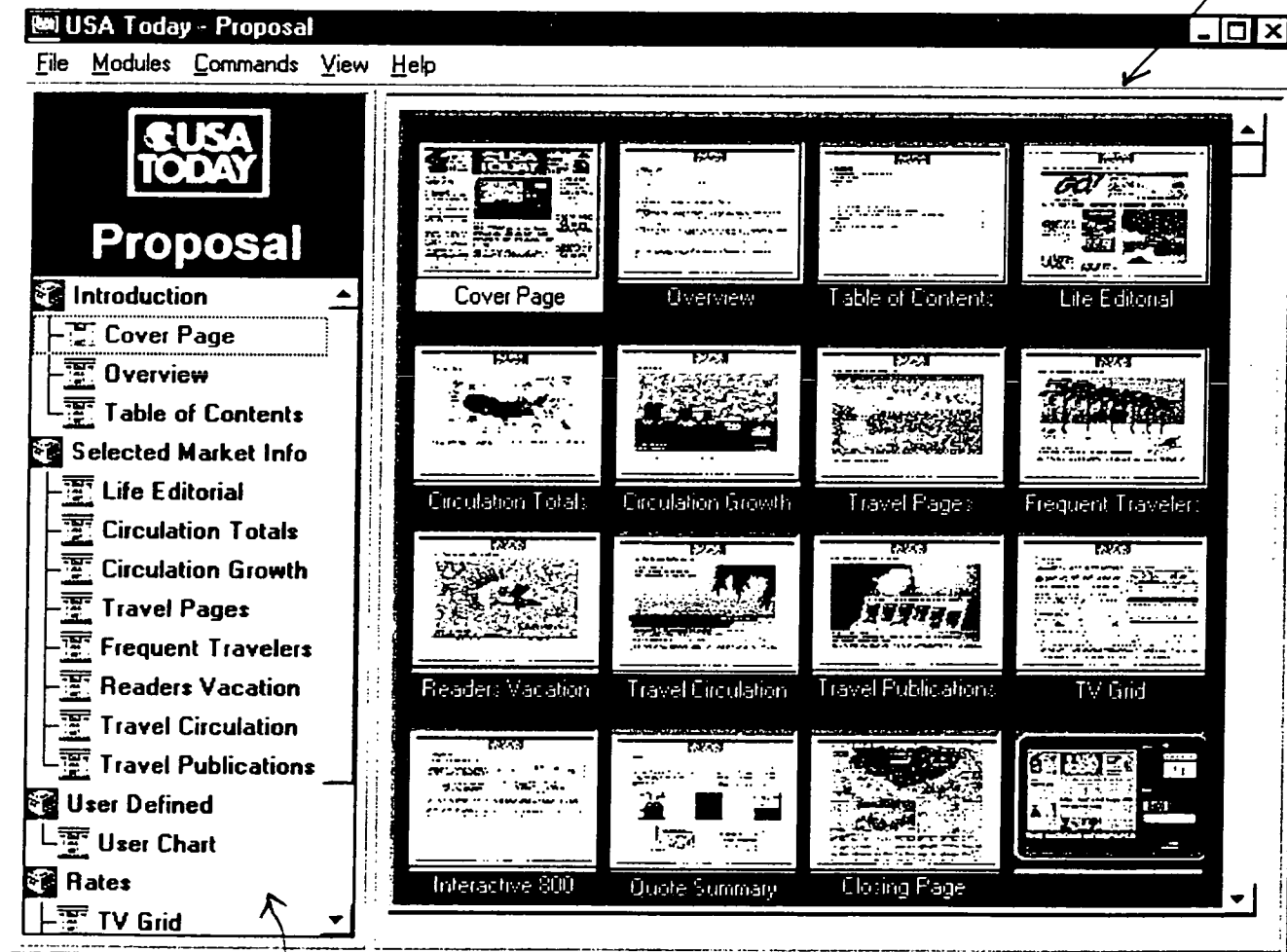
JO ANN CRANDALL  
SECRETARYCAROLINE KADEVITCH  
WORKING ATTORNEYKIM WALIGOSKI  
SECRETARYTHOMAS HASSING  
STAFF ENGINEERJUDY TESS  
SECRETARYJOHN P. SUMNER  
PATENT AND PRIMARY ATTORNEYTAMI WILSON  
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ADVISOR AND BACKUP ATTORNEY  
JO ANN CRANDALL  
SECRETARYMICHAEL R. COHEN  
COPYRIGHTS LEAD ATTORNEYMARY LOU RUONAVAARA  
SECRETARY  
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TAMI WILSON  
SECRETARY  
SANDRA EPP RYAN  
WORKING ATTORNEY  
TAMI WILSON  
SECRETARY  
JINI DENBESTE  
JOY PETERSON GETTIS  
SECRETARYJOHN L. BEARD  
TRADEMARKS LEAD ATTORNEYWILLIAM D. MILLER  
LICENSING AND OTHER  
AGREEMENTSTAMI WILSON  
SECRETARY  
JOHN P. SUMNER  
ADVISOR AND BACKUP ATTORNEY  
JO ANN CRANDALL  
SECRETARYTEAM TELEPHONE NUMBERS  
MAIN OFFICE NUMBER (612) 332-6300

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MICHAEL R. COHEN	(612) 336-4774	MARY LOU RUONAVAARA	(612) 336-4736
JO ANN CRANDALL	(612) 336-4653	JOHN P. SUMNER	(612) 336-4624
JINI DENBESTE	(612) 336-4663	JUDY TESS	(612) 336-4656
SANDRA EPP RYAN	(612) 336-4781	KIM WALIGOSKI	(612) 336-4742
THOMAS HASSING	(612) 336-4727	TAMI WILSON	(612) 336-4714

CWC CONFIDENTIAL AND PROPRIETARY

1400

1404



1402

Figure 14.

VIA SATELLITE

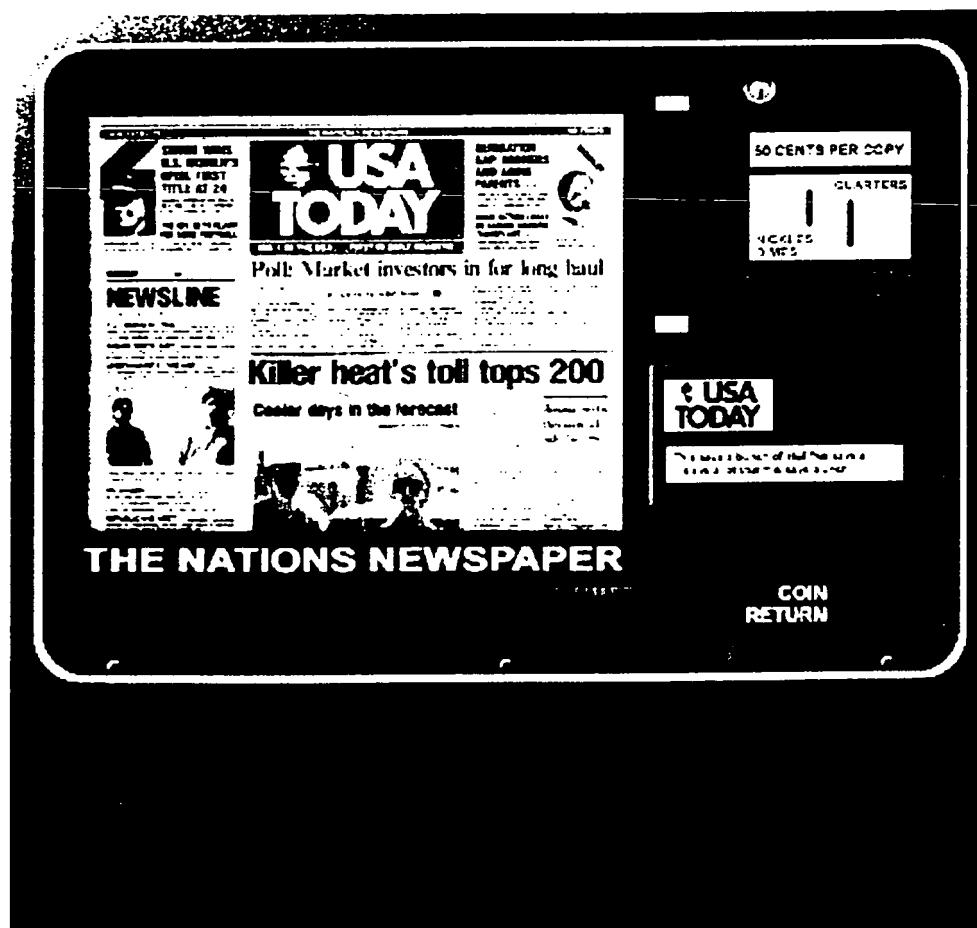
THE NATION'S NEWSPAPER



PREPARED FOR: UNIGLOBE Travel

PREPARED BY: Leslie Osborn

AUGUST 8, 1995



CWC CONFIDENTIAL AND PROPRIETARY



PREPARED FOR: UNIGLOBE Travel

PREPARED BY: Leslie Osborn

AUGUST 3, 1986

**UNIGLOBE'S  
BLUE LARGO CRUISE PROMOTION****Objectives/Strategies/Tactics****Objectives**

- ▶ Increase consumer bookings/reservations for UNIGLOBE Travel and its "Blue Largo Cruise" promotion
- ▶ Heighten awareness for UNIGLOBE Travel with those leisure travelers across the USA most likely to buy
- ▶ Generate broad awareness of the advantages of cruising as the preeminent vacation category
- ▶ Create excitement among travel agents for "Blue Largo Cruise" promotion

**Strategy**

- ▶ Conduct a continuous advertising campaign for UNIGLOBE Travel's "Blue Largo Cruise" promotion in a national publication that reaches responsive readers within a complementary editorial environment
- ▶ Implement a consumer promotion that increases travel agency traffic during "Blue Largo Cruise" promotion
- ▶ Develop multimedia advertising to inform travelers about the advantages of a cruise vacation
- ▶ Generate travel agent enthusiasm for "Blue Largo Cruise" promotion

**Tactics**

- ▶ Take advantage of USA TODAY's daily presence to build excitement, impact and awareness of "Blue Largo Cruise" promotion
- ▶ Advertise continually to target UNIGLOBE Travel's key prospects—leisure travelers—in USA TODAY'S Life section (16 full-page ads for 4 weeks, Monday - Thursday; below Today's TV Grid, Friday)
- ▶ Employ an advertising program in USA TODAY to highlight advantages of a cruise vacation and UNIGLOBE Travel services to the USA's most frequent travelers
- ▶ Implement travel trade advertising that broadens awareness of "Blue Largo Cruise" promotion among UNIGLOBE travel agents



VIA SATELLITE

THE NATION'S NEWSPAPER

PAGE 10



PREPARED FOR: UNIGLOBE Travel

PREPARED BY: Leslie Osborn

AUGUST 3, 1986

## UNIGLOBE'S BLUE LARGO CRUISE PROMOTION

### Key Audience Information

#### USA TODAY Reaches Frequent Leisure Travelers

	Number of leisure travelers who read (000)	Percent coverage
Reader's Digest	7,967	32%
National Geographic	6,608	26%
USA TODAY	6,502	26%
Time	5,766	23%
Newsweek	5,121	21%
Wall Street Journal	5,016	20%
People	4,576	18%
Sports Illustrated	4,263	17%
Modern Maturity	4,103	16%
U.S. News & World Report	3,908	16%

#### USA TODAY Readers Need a Vacation

	And (000)	% Comp	% Cavg	Index
Prefer to travel far from home for leisure	4,464	69%	27%	104
Plan to take a "sun and sand" vacation next 3 years	2,520	39%	32%	121
Expect leisure travel to increase, next 3 years	2,486	38%	29%	105
Have ever taken a cruise	1,965	30%	27%	105

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Fig. 17